

# social hygiene news

AMERICAN SOCIAL HYGIENE ASSOCIATION



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## Social Hygiene Day Will Be Observed Wednesday, April 25

People interested in social hygiene issues, problems and programs were once a rather small, public-spirited group working for a none too popular cause. But that was a long time ago.

Today, although the term social hygiene has not yet become exactly a household phrase, the fact is that practically everybody is talking about the things which are actually phases of social hygiene.

It's no longer necessary to SELL social hygiene ideas. The public has already bought. The real job now is to bring interested people together, relate their interests to the field of social hygiene, help them organize and coordinate these interests, and to plan programs marked by coherency, depth, imagination and creativeness, and, especially, by broad community coverage.

### People Are Talking

Reflect a little on some of your more recent, casual conversations with friends, acquaintances, and even strangers. . . .

Remember the people who talked to you about VD just after the last magazine article appeared? Weren't you a little surprised to find that the old taboo on VD as a topic of conversation had just about disappeared?

Think of how often, in the last couple of years, conversation among your friends has turned to the questions of juvenile delinquency and sexual promiscuity.

And surely you haven't forgotten the clamor in the public press when last year the mayor of one of our popular resort and convention cities attempted to re-open its Red Light district.

Perhaps you've met some young married couples recently, concerned about how to make their marriages strong and enduring . . . about how to bring up their children in the healthiest, most constructive way.

And surely you recall the countless times people have talked to you about their concern for a type of education in schools and colleges

which would include not only plenty of history, math, and science but also guidance in living and preparation for marriage and parenthood.

### Many Will Help

In brief, all around you there's a host of people ready, willing and able to work with you on social hygiene programs . . . to work cooperatively with your social hygiene society or committee—to help develop a social hygiene committee in your community, if you don't have one yet—to seek support for social hygiene's local and national programs before your United Fund or Community Chest—and to serve as volunteers in developing far-reaching social hygiene activities in your city or town.

And in addition to those who have both the time and skill to work on your program with you, there are countless other folks in your community ready to use social hygiene resources. . . .

Ready to accept and utilize information about VD.

Ready to make their voices heard about the need for law enforcement against prostitution.

Ready to sit down in discussion groups on personal and family living—for their own benefit and that of their families.

### Social Hygiene Day, 1956

The twentieth annual observance of National Social Hygiene Day will take place on April 25, 1956. This is a "movable feast," so if April 25th is already earmarked for some other,

### CALL ON ASHA

This issue of the Social Hygiene NEWS is designed to help you make your community aware of Social Hygiene Day on Wednesday, April 25.

You will find here suggestions for a variety of observances including community-wide meetings, panel discussions, radio or TV interviews.

If you need basic materials with which to work, ASHA is eager to help you. You will find a listing of available materials, along with suggested ideas for programs. These materials will be sent to you at your request.

large-scale community activity in your town, shift the date to a more convenient one. And, of course, you need not settle for a "day"—you can plan for a whole week of social hygiene activities as some communities do every year.

Sometimes people ask, "Why a Social Hygiene Day? Why not make every day count for Social Hygiene?"

Every day should, and in many communities does, bring social hygiene before citizens in one way or another. But there's a good deal to be said for having a special Day in which to focus community attention on social hygiene problems and goals, in which to use all the media of communication at your command to tell the social hygiene story, in which to rally new members and volunteers to your social hygiene committee, or on which to launch a social hygiene committee if your community hasn't previously had one.

(Continued on next page)

## Interpreting the Program

As you know, for forty-two years, ASHA and its affiliated groups have worked to prevent the social tragedies that are the outcome of family disorganization:

Internal domestic disorder, with all this implies in emotional instability and unhappiness, insecurity and the character-warping of children and youth. . . .

Separation and divorce which take such a tragic emotional toll of children and young people. . . .

Sexual promiscuity and its attendant hazards of VD, unmarried motherhood, and loss of self-respect—so essential to successful marriage and parenthood. . . .

Commercialized prostitution and allied conditions which, both for the prostitute and the customer, have been shown by many studies to be outcomes of unstable early family life. . . .

Perpetuation of patterns of family disorganization by young people who carry into their own marriages the emotional inadequacies which are rooted in the unsatisfactory home life they knew as members of unstable families. . . .

## Education

To prevent such tragedies ASHA and its affiliated groups all over the country have conducted research into causative factors in personal and family disorganization. Have promoted and demonstrated programs of education for personal and family living designed to help young people and parents realize their personal aspirations and social goals. Have prepared and distributed sound professional materials for use in schools, churches, community agencies, the Armed Forces, and parent interest groups. Have brought together lay and professional community leaders for workshops and other exploratory activities in the field of education for personal and family living.

But there's more to prevention than education for personal and family living.

## VD Control

The social hygiene movement must concern itself with problems now in being and not now being attacked by other voluntary agencies. The control of venereal disease, for instance. This involves . . .

Developing programs of public information about the venereal diseases and their medical and social hazards.

Pinpointing danger spots where VD is insidiously staging a comeback.

Warning the public against undue complacency which has followed in the wake of penicillin treatment.

Exploring the effects of reduced federal and state appropriations for VD control . . . working to secure sufficient funds to bring VD down to an irreducible minimum.

Pinpointing the age groups in which VD is at this moment taking its greatest toll—teen-agers and young adults.

Stimulating more vigorous case-finding efforts, especially among more than a million unfound and untreated cases.

## Prostitution

Commercialized prostitution is still with us and thrives wherever citizens fail to insist on efficient law enforcement. Hence, the American Social Hygiene Association . . .

Makes professional fact-finding studies of commercialized prostitution and allied conditions in communities throughout the country, especially in those near military installations or frequented by the Armed Forces, and in those communities undergoing population change because of defense industrial developments.

Makes the results of these studies known to military, health, and law enforcement authorities and to responsible community agencies.

Provides publications and consultation on prostitution to interested community agencies and to the Armed Forces.

Works with and through local social hygiene groups or special committees on law enforcement to secure efficient enforcement of laws against prostitution and to create continuing interest among community leaders in keeping prostitution out of American cities and towns.

Works with national law enforcement groups and, through affiliated social hygiene committees or societies, with state and local law enforcement bodies on developing needed legislation against prostitution and allied conditions; on planning social measures to effectuate social rehabilitation of prostitutes and promiscuous persons who have come in contact with the law.

None of the foregoing is news to you. We have summarized it, however, to help you in discussing the

component parts of the social hygiene program in your interpretation of it to your community.

## Planning

We are not giving you—and you probably wouldn't want—a complete blueprint for your Social Hygiene Day. Nor would a blueprint readily fit the requirements of the varied groups who will be observing Social Hygiene Day. For people interested in observing this event include Social Hygiene Societies and Committees, Health, Welfare and Education Departments, Welfare Councils and Health Councils, churches, case work and group work agencies, Parent-Teacher Associations, civic clubs, rural life groups—and, in some places, half a dozen good neighbors who share concern for social hygiene and want to do something concrete about it.

Essential to an effective Social Hygiene Day are a . . .

Steering committee

Program committee

Publicity committee

Liaison committee to work out joint plans with other agencies and organizations

Social Hygiene Day events necessarily take their form and content from each state's or community's own needs and problems. The public will respond only to the extent that you create a personal sense of concern for social hygiene and interpret social hygiene goals with clarity and precision.

But whether you plan a "spectacular," to borrow a TV term, or a modest start (with a twelve-month program expansion in view) aim for the following . . .

## Publicity

Through editorials, feature stories, news items, radio and TV spot announcements; library, health department and other public exhibits. [Write ASHA for sample releases and spot announcements and for publications and posters you can use in making exhibits.]

## Public Information

Through a radio or TV discussion program; a TV or other public film showing of *SYPHILIS: THE INVADER*.

Through at least one panel discussion or talk on either social hygiene as a whole or on a particular phase of social hygiene. [Write ASHA for fifteen-minute radio script; for Kit about *SYPHILIS: THE INVADER* and information about securing the film.]

## Participation

Through cooperative planning for the Day with other agencies and organizations.

Through cooperation from both professional AND lay people, and especially by young people, in any conference, workshop, radio or TV program you plan.

## Organization for the Future

Through developing a social hygiene committee if you don't already have one.

Through recruiting new members if you do.

By developing a corps of volunteers to work with you year-round on publicity and public relations; as members of a speakers bureau; as members of a committee on educational publications; or on law enforcement needs.

By forming sub-committees to work on special phases of social hygiene, e.g., VD information, education for personal and family living, etc.

By planning for year-round cooperative and well-coordinated programs with other organizations and agencies interested in one or more phases of social hygiene.

## Suggestions

Plan a radio or TV round-table on social hygiene and Social Hygiene Day. [ASHA will supply fifteen-minute script—you may revise, of course.]

Secure cooperation from your local TV station in putting on a late-evening showing of *SYPHILIS: THE INVADER*, to be preceded or followed by a brief talk by your state or local health officer.

Ask your health officer to give a talk on *VD TODAY, NATIONALLY AND IN OUR STATE AND COMMUNITY* at a luncheon or dinner meeting. Follow with a panel discussion on VD control and prevention. [Write ASHA for: *TODAY'S VD CONTROL PROBLEM*; and for *SOCIAL HYGIENE PAPERS* in which you'll find useful articles under the following titles . . . *COOPERATIVE RELATIONSHIPS IN VD CONTROL*; and *VENEREAL DISEASE INSTRUCTION IN SCHOOLS OF MEDICINE*.]

Plan a panel on *PROSTITUTION TODAY* and include on it representatives of your police department, courts, the Armed Forces; of social agencies which work with sexually promiscuous persons; of educators who recognize the need for preventive effort; and leading citizens, known for their convictions about strong law enforcement. [ASHA will supply you with *SOCIAL HYGIENE PAPERS* containing the following three articles: *PROTECTING OUR MOST PRECIOUS COMMODITY—THE AMERICAN*

## AN EDITORIAL

Family is a word for destiny. The family circle surrounds the globe. In our country the daily routines of forty-one million families generate and give direction to the driving force of democracy. In all countries, government reflects, in some degree, family patterns, hopes and aspirations.

In the past, concern with the family has varied. There have been those who have regarded the family as bed-rock, and have ardently promoted its social health and longevity. Other groups have regarded the family as the stubborn, inflexible barrier to all social progress, and have sought its destruction—sometimes on a grand scale.

Inevitably, however, the family manages to survive and quietly defeats its foes. It remains the primal community, the earliest school, the basic government. It is the institution behind the community council as well as the mob, behind the university as well as the reformatory.

ASHA's near half-century concern with the family has had a single objective—to strengthen it. This concern does not presume to reform the family or save it or direct it. Rather it seeks to bring to the family, for its own use and its own guidance, the resources essential to its productive growth.

In the main, these resources are reliable information and leadership. They may take the form of research, field study and analysis, development

of educational aids and opportunities and public information.

Our struggle against commercialized prostitution has been directed to creating a community of unexploited and unexploitable individuals and families. In this struggle, ASHA has provided leadership and information.

The long fight for control of the venereal diseases has been a battle against the ignorance, fear and prejudice that have destroyed family health and happiness for centuries. Again ASHA has been called upon for leadership, information, legislative consultation, public education, planning materials, and support for appropriations.

In its efforts to prevent family disorganization and the individual and family tragedies that grow out of family breakdown, ASHA has devoted years of research and exploration towards developing and demonstrating programs of education for personal and family living, designed to reach young people and parents through schools, churches and community organizations.

Social Hygiene Day is, therefore, most pertinently, *FAMILY DAY*. It is a day for calling attention to the family as a major force in education, in government, in health, in religion. It is a day for cataloguing the family's resources and analyzing its needs. Even more urgently, it is a day for sober consideration of the future of the human race. Because family is a word for destiny . . . and man's whole future lies in the strength or weakness of family life.

*SOLDIER; ATLANTA: CITY WHERE LAWS ARE ENFORCED; and THE FIGHT AGAINST PROSTITUTION.*]

Develop a one-day workshop for school administrators, curriculum advisors and supervisors to discuss one of the following . . .

1. The implications of the pamphlet, *PREPARING TEACHERS TO EDUCATE FOR PERSONAL AND FAMILY LIVING*. [Write ASHA for this.]
2. Selected portions (to be selected by you and the educators) of *STRENGTHENING FAMILY LIFE EDUCATION IN OUR SCHOOLS, A REPORT OF THE MIDWEST PROJECT ON IN-SERVICE EDUCATION OF TEACHERS*. [ASHA will send on request.]
3. What your schools are doing about education for personal and family living. Most of the content will naturally come from the

participants' knowledge. But stimulus for further discussion and on-going plans may come from advance reading of: *EDUCATION FOR PERSONAL AND FAMILY LIVING TODAY*; *EDUCATION FOR PERSONAL AND FAMILY LIVING IN PUBLIC SCHOOLS: A SAMPLE SURVEY*. [Both in *SOCIAL HYGIENE PAPERS* which ASHA will send you on request.]

Develop a one-day workshop for representatives of teacher preparation institutions in and near your community for discussion of one of the following . . .

1. The extent to which teachers are now being prepared to educate for personal and family living. This would take the form of an exchange of program information and ideas and would be the type of workshop which might attract



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representatives of your own school systems and of parent-teacher organizations, too.

2. The implications of the booklet, **SUGGESTIONS FOR PREPARING TEACHERS IN EDUCATION FOR PERSONAL AND FAMILY LIVING: REPORT OF THE MIDWEST PROJECT ON TEACHER PREPARATION.** [ASHA will send on request.]
3. The implications for teacher preparation institutions of the articles, **EDUCATION FOR PERSONAL AND FAMILY LIVING TODAY;** and **EDUCATION FOR PERSONAL AND FAMILY LIVING IN PUBLIC SCHOOLS: A SAMPLE SURVEY.** [Both are included in **SOCIAL HYGIENE PAPERS**, available to you on request to ASHA.]

Plan a panel discussion or a full day workshop with appropriate representatives from both teacher education institutions and liberal arts colleges, focussed on the type of undergraduate education and experience which are needed to develop personal effectiveness in teachers or other professional persons who will one day be conducting programs of education for personal and family living.

[Ideas for this type of panel or workshop will be found in **EDUCATION**

**FOR PERSONAL AND FAMILY LIVING—A WORKING GUIDE FOR COLLEGES** which ASHA will supply on request.]

Invite representatives of health, welfare, religious and education agencies and organizations, of the Armed Forces and of organized parent and citizen groups to participate in a one- or two-day conference on education for personal and family living, using as a guide to workshop sessions the **PROCEEDINGS OF ASHA's National Conference on Education for Personal and Family Living, December 1954.** Such a local or state conference may, of course, include more topics than were included in ASHA's National Conference or may concentrate on one or two, such as: **HOW CAN WE DEVELOP IN-SERVICE TRAINING FOR WORKERS WITH VARIED TYPES OF PROFESSIONAL PREPARATION;** or **HOW CAN WE PROVIDE EDUCATION FOR PERSONAL AND FAMILY LIVING FOR YOUNG MEN AND WOMEN PREPARING TO ENTER OR NOW SERVING IN THE ARMED FORCES?** [Write to ASHA for the **PROCEEDINGS.** Write also for **PREINDUCTION HEALTH AND HUMAN RELATIONS.**]

Develop a more generalized social hygiene conference for the purpose of viewing your community's needs and programs in **ALL** phases of social hygiene: venereal disease control; repression of prostitution and allied con-

ditions; **PREVENTION** of social problems through education for personal and family living.

### ASHA Will Help

After you have weighed the type of program you would like to conduct and have had a chance to talk it over with colleagues, your Welfare Council or Health Council, your health department, your PTA Council, etc., write to **ASHA** for whatever help you feel you need. We can assist by correspondence; we can supply materials to serve as background documents; we can supply sample newspaper releases and a radio script; we can give you help in obtaining a kit containing publicity and speakers' aids for use in connection with showings of the film, **SYPHILIS: THE INVADER**; and, perhaps, offer some additional suggestions on such matters as gaining the widest community cooperation in your plans, securing good attendance for your meetings, securing speakers, etc.

If you have not already received a copy of the Order Blank which we are issuing to facilitate your securing materials to help in your Social Hygiene Day observance, write or wire us immediately for a copy. We shall fill your orders as promptly as possible.